

CASE STUDY | SPONSORED VIDEOS

# “Seriously good” promotions

## Opportunity

ZURU, a global consumer goods manufacturer, wanted to expand its presence on Walmart by testing new Sponsored Search ad types for Rascal + Friends, its premium disposable diaper brand.

## Goals

- Increase video click-through rate
- Boost sales
- Increase ROAS

## Solution

The advertiser participated in a **beta test of Sponsored Videos** to help boost engagement with high-quality video content and inspire sales by having ads serve prominently in Search In-grid results.



## Big wins

2.3X

Units sold vs. similar video campaigns<sup>2</sup>

2.6X

Conversion rate vs. similar video campaigns<sup>2</sup>

17X

Click-through rate vs. similar video campaigns<sup>2</sup>

+80%

ROAS vs. similar video campaigns<sup>1</sup>

Sources: <sup>1</sup>Walmart first-party data, 2023; Mar. 15–May 1, 2023 vs. Walmart DSP reporting, Apr. 19–May 16, 2023. <sup>2</sup>Walmart first-party data, 2023; Mar. 15–May 1, 2023 vs. other Sponsored Videos campaigns using similar tactics run during the same time period.

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### Sponsored Videos strategy

This was an opportunity for ZURU to test new Sponsored Search placements to help grab the attention of additional Walmart customers. The advertiser also recognized the benefits of **activating different formats** to enrich campaigns beyond standard Sponsored Products placements.

### Campaign tactics

ZURU used **branded keyword targeting** to test Sponsored Videos ad placements and activated **nonbranded keyword targeting** to boost visibility around the Rascal + Friends | CoComelon co-branded offering by pulling in new Walmart customers searching for similar items.

### Campaign dates

March 15 – May 1, 2023

### Takeaways

- **Sponsored Videos** offer a visually engaging format that can help brands stand out beyond standard Sponsored Products placements.
- Incorporating **nonbranded keyword targeting** can help increase brand visibility.
- **Co-branded content** can help boost interest by drawing on the audiences of both brands.

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